

COURSE SPECIFICATION

Course Aim and Title	MA Creative Enterprise
Intermediate Awards Available	PGDip Creative Enterprise PGCert Creative Enterprise
Teaching Institution(s)	University of East London
Alternative Teaching Institutions (for local arrangements see final section of this specification)	N/A
UEL Academic School	School of Arts and Creative Industries
UCAS Code	N/A
Professional Body Accreditation	N/A
Relevant QAA Benchmark Statements	UK Quality Code for Higher Education: Descriptor for a higher education qualification at level 7 on the FHEQ and SCQF level 11 on the FQHEIS: master's degree
Additional Versions of this Course	N/A
Date Specification Last Updated	August 2023

Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- Acquire and demonstrate a systematic understanding and critical awareness of the creative industries to develop the skills and embrace the opportunities to become a successful freelancer, start a business as a sole trader or a business employing others
- Articulate, synthesise and critically analyse current research and advanced scholarship concerning the contexts of creative practice, employability and enterprise
- Demonstrate the ability to engage with cross-sector creative partners and communicate ideas, work and information in visual, oral and written forms appropriate to your audiences and master's level work.
- Facilitate experimentation in extensive independent practice, creativity, innovation, and develop in-depth understanding to demonstrate comprehensive knowledge of the subject and its application in distinctive and imaginative ways.

What you will learn:

Knowledge

- Critical understanding of creative enterprise as both theory and practice and the interrelationships therein.
- Awareness of the dynamics, whether cultural, political, economic, social, cultural, legal and environmental, that shape the working environments and influence the creative industries
- Look at the creative industries through the lens of sustainability, exploring new environmental, social and governance (ESG) strategies.
- Application and evaluation of models for collaborative creativity and design across multiple disciplines to demonstrate understanding of contemporary creative business and the specific tasks of design, management, marketing, communication and production.
- Advanced understanding of the creative industries, their economic and business applications, their management structures, their creative practices and techniques, their activities and influence on users, stakeholders and societies.
- The legal, ethical and other regulatory frameworks, including the intellectual property framework, that are relevant to creative production, distribution, circulation, and reception
- Extended learning in advanced contextual frameworks, to develop both visual and entrepreneurial ideas
- How to synthesize research information from a range of sources through autonomous planning and implementation

Thinking skills

- How to critically engage with creative industry thinkers, contemporary researchers and debates within the field, putting them to productive use
- Understanding of how to consider and evaluate own work in a reflexive manner, with reference to academic codes of practice and/or professional conventions, issues and debates
- The ability to carry out independent research and critical enquiry for course essays, projects, creative productions and assignments, using various research methods, conceptual frameworks, data collection and original analysis.
- Develop critically informed analysis of cultural texts and practices associated with the creative industries

Subject-Based Practical skills

- How to develop work-based skills according to your specialist area of the creative industries including production, project design, research, planning, measurement, and data analysis suitable for contemporary work in the sector.
- How to demonstrate written and oral communication skills suitable for a variety of professional applications across the creative industry sectors
- The ability to generate original ideas and concepts independently in response to set briefs
- How to select and test an appropriate range of materials and processes and critically evaluate own work and work of others
- How to formulate insightful proposal, arguments and solutions in response to a range of tasks
- How to assimilate skills in planning, design and management commensurate with creative industry standards

Skills for life and work (general skills)

- The ability to demonstrate the qualities and transferable skills necessary for enterprise and employment
- The ability to reflect critically on your own performance and that of your peers
- How to analyze a range of information and experiences to formulate sound judgement and articulate reasoned arguments through reflection, review and evaluation
- How to develop personal strengths in tackling and solving problems as well as the ability to critically appraise own practice through reflection and analysis
- The ability to plan, manage and organise own time effectively

Learning and Teaching

Knowledge is developed through

- Lectures, seminars and workshops
- Guided reading and research
- Field trips and industry visits
- Guest speakers and case studies
- Knowledge-based activities with feedback
- Online discussions and activities
- Work placements and industry projects
- Production practice
- Tutorials and feedback

Thinking skills are developed through

- Reflective activities with feedback
- Group discussions and activities
- Tutor-led, student-led and independent learning sessions
- Industry visits, case studies and field trips
- Self-initiated project work
- Research

Practical skills are developed through

- IT activities with feedback
- Production activities
- Industry projects and placements
- Industry projects
- Research skills-based activities with feedback

Skills for life and work (general skills) are developed through

- The demands of the study medium
- Planning activities with feedback
- Seminar participation
- Project work
- Presentations
- Report writing

The learning context encourages active engagement with creative industries and practices, organisational and individual case studies being considered and contact with a variety of academic and non-academic speakers and organisations to build networks and opportunities.

Assessment

Knowledge is assessed by

- Coursework submissions
- Reports
- Essays
- Presentations

Thinking skills are assessed by

- Research outcomes in research dossiers
- Coursework assignments
- Solutions to problems addressed in projects

Practical skills are assessed by

- Preparation of industry style management reports
- Presentations
- Portfolio completion
- Industry projects

Skills for life and work (general skills) are assessed by

- Project work
- Group work
- Presentations
- Live projects and case studies

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

Work or Study Placements

All students will be supported in securing a study-work placement opportunity, as part of their core module, Developing a Creative Business. Students will be supported in seeking study-work placements with appropriate organisations according to their area of interest. All placements will be agreed at the discretion of external organisations and are not guaranteed. In the event of a student not being able to secure a placement, they will be able to develop and negotiate with the course leader, a self-written project which provides the same learning opportunities as a placement or also by providing UEL-based work. Students will normally achieve one placement of at least two weeks' duration in an approved organisation.

Course Structure

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
7	FT7029	Working in the Creative Industries	30	Core	N
7	MS7540	Investigating Media and Communication Industries	30	Core	N
7	MS7000	Mental Wealth Professional Practice and Research Methods	30	Core	N
7	PA7014	Creative Project Design	30	Core	N
7	FT7027	Developing a Creative Business	30	Core	N
7	FT7028	Strategic thinking and Leadership	30	Core	N

Additional detail about the course module structure

A core module for a course is a module which a student must have passed (i.e. **been** awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

The overall credit-rating of this course is 180 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Course Specific Regulations

N/A

Typical Duration

The duration of this course is one academic year full-time if enrolment is in September, and two academic years part-time.

The time limit for completion of a course is four years after first enrolment on the course.

Further Information

More information about this course is available from:

- The UEL web site (www.uel.ac.uk)
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

Students will be encouraged to have their own laptops and use their UEL free access to OFFICE 365 software including Microsoft word, powerpoint, excel and outlook. There may be a small additional cost for a field trip each semester to see an exhibition, theatre performance or trade fair. This will vary according to the type of event, its location and the number of students on the trip. Typically the annual student trip to Paris costs in the region of £350 for Eurostar travel, accommodation and entrance fee. A trip to the Barbican Centre in London will cost approximately £10 for the entrance fee. Trips abroad are not compulsory, however some exhibition trips to Central London galleries and events may be part of the taught course

Alternative Locations of Delivery

N/A